

**WOMAN STEREOTYPE IN “*IN STYLE*” MAGAZINE
CONSTRUCTED THROUGH LEXICAL CHOICE AND
SYNTACTICAL STRUCTURE**

THESIS

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ABSTRACT

Diana, Addiena Ryzka. 2014. **Woman Stereotype Constructed by “*In Style*” magazine**. Study program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Nurul Chojimah; Co-supervisor: Ismarita Ida.

Keywords: women stereotype, beauty advertisement, lexical choice and syntactical structure

This study aimed at finding out how women are stereotyped by beauty advertisement by “*In Style*” magazine. This study is mainly focuses on Semantic which the means are to uncover the stereotype. The analysis was based on Lexical Choice and Syntactical Structure theory. It demonstrates how the ideology of ‘beauty’ is produced and reproduced through advertisement in Indonesia women’s magazines. The writer investigated the lexical choices and syntactical structure used to construct women. Qualitative approach using content or document analysis was applied in this study. The data of this research were twenty nine utterances of beauty product advertisement occurring in “*In Style*” magazine from October – November 2014 edition.

This study reveals that there are three meanings constructed emerged. Those meanings suggest that women are stereotyped as follows: (1) beautiful woman should apply make-up on, (2) women should look fresh and stay young and (3) women could become beautiful in fast and easy way. Moreover, the magazine promotes an idealized lifestyle and manipulates readers through advertisement. This study also revealed how the ideology of beauty is constructed and reconstructed through magazines by stereotyping how beauty products are synonymous with a better life.

The writer suggests that the next writer also cover up deeper research by using case study because it is important to use participants point of view as a part of the society semantic related with language as a form of social practice.

ABSTRAK

Diana, Addiena Ryzka. 2014. **Stereotype of Beauty Women Constructed by “*In Style*” magazine**. Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing I: Nurul Chojimah, Pembimbing II: Ismarita Ida

Kata kunci: stereotip wanita, iklan kecantikan, pemilihan kata dan struktur sintaktikal

Studi ini bertujuan untuk meneliti bagaimana wanita distereotip oleh iklan kecantikan pada majalah wanita “*In Style*”. Studi ini berfokus pada *Semantic Analysis* untuk mengungkap stereotip. Analisis ini berdasarkan teori pemilihan kata dan struktur sintaktikal. Teori ini menunjukkan bagaimana ideologi ‘cantik’ diproduksi dan direproduksi melalui iklan majalah wanita versi Indonesia. Penulis meneliti pemilihan kata dan struktur sintaktikal yang digunakan untuk mengkonstruksi wanita. Pendekatan kualitatif dilakukan dengan menggunakan analisis dokumen. Penelitian ini menemukan dua puluh Sembilan ungkapan iklan produk kecantikan yang termuat dalam majalah “*In Style*” edisi Oktober-November 2014.

Penelitian ini mengungkap tiga konstruksi makna yang dimunculkan. Makna tersebut menganjurkan bahwa wanita distereotip-kan sebagai berikut: (1) wanita cantik adalah mereka yang memakai riasan, (2) wanita harus terlihat segar dan awet muda dan (3) wanita bisa menjadi cantik dengan cara yang mudah dan cepat”. Selain itu, majalah juga mempromosikan gaya hidup ideal serta memanipulasi pembaca melalui iklan. Penelitian ini juga mengungkapkan bagaimana produk kecantikan identik dengan kehidupan yang lebih baik.

Penulis menyarankan kepada peneliti selanjutnya untuk membahas lebih dalam dengan menggunakan studi kasus. Karena pentingnya menggunakan pandangan dari partisipan sebagai bagian dari masyarakat, mengingat *Semantic* berhubungan dengan Bahasa sebagai bentuk dari praktek sosial.

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